

SEO Bot Engagement with Monetate Experiences

When you add the Monetate tag to your site and activate experiences for testing and personalization, the tag (which is JavaScript code) is fetched from Monetate's servers. That code collects information and sends a request once the browser has parsed the page. Monetate systems then determine what experiences to run for this given page view.

In the past, Monetate stopped this process from occurring when the user agent (or browser fingerprint) was identified as a bot. Due to the increasing sophistication in search engine algorithms and how they gather and interpret data, many search engines can readily determine if their bots are served content that differs from what a human user sees.

To account for this evolution in the search engine industry, Monetate has made several alterations and improvements to its infrastructure so you can continue to test and personalize without jeopardizing your search engine ranking.